

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

FIRST SEMESTER MAIN EXAMINATION PAPER – DECEMBER, 2016

TITLE OF PAPER: DRAMA PRODUCTION FOR RADIO AND TELEVISION

COURSE CODE: JMC 409

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

1. Answer **three (3)** questions.
2. Make sure you proofread your work to eliminate writing errors and resultant loss of marks.
3. Use your own examples to illustrate your answers.

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR

Question 1: Writing a Script

Discuss why, structurally, drama is referred to as a “biography of a problem” by paying attention to how conflict and the hero’s emotional journey are developed.

[20 Marks]

Question 2: Character Development

It is reported that in the South African television drama *Tsha Tsha*, viewers identified with characters to the point that particular values and problem-solving strategies were internalised and audience members “wanted to be like” the depicted characters (Parker et al., 2005).

With this in mind, describe the type of characters that you would create to produce the same effect among an audience that is made up of your peers. In your discussion, also comment on how behaviour change theory helps you understand why people may respond this way to a character.

[20 Marks]

Question 3: Pre-production

Discuss how the writers’ brief can help the creative team determine the types of storylines and characters that will enhance audience response to the desired behaviour change during the script review process.

[20 Marks]

Question 4: Production

Discuss how the unique advantages of radio may be utilised to deliver a drama that attracts and holds audiences’ attention while simultaneously encouraging listening literacy. Include in your discussion how some advantages are particularly relevant to a Swazi audience.

[20 Marks]

Question 5: Post-production

Discuss how a sound engineer can manipulate radio’s sound elements to present a “realistic sound picture” of the action and characters’ location within a particular scene.

[20 Marks]

Question 6: Final Presentation

In a world where radio listenership is declining among the youth, discuss how you would “create buzz” about your radio drama series in order to engage this target audience and maximise listenership.

[20 Marks]